K-Love serves me by making it possible to hear Christian music and to share this with other people I come in contact with. If K-Love was taken off the air spreading Jesus would become harder for those of us who use this as a tool. K-Love is a great service to all who listen because it gives engouragement each day and allows people to listen to music they like. Without K-Love, we would be forced to listen to secular music which alot of the time has bad meaning behind it and uses language that Christians don't want to hear.